

## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18  
 Stylesheet Version v18.0



Title of Invention

SUBSCRIBER PROFILING BASED ON ADVERTISEMENT  
MONITORING

Application Number: 09/205119  
 Confirmation Number: 8185  
 First Named Applicant: Charles Elderin  
 Attorney Docket Number: 8887-3004  
 Art Unit: 2611  
 Examiner: Hunter Lonsberry  
 Search string: ( 4573072 or 5754938 or 5774664 or 5796952 or 5819156 or  
 5857190 or 5956637 or 6133912 or 6160570 or 6286005 or  
 6327574 or 6446261 or 64457010 or 6684194 or 5231494 or  
 5374951 or 5682195 or 5761662 or 5790935 or 5915243 or  
 5926205 or 6005597 or 6012051 or 6029195 or 6216129 or  
 6298348 or 6324519 or 6460036 or 5991735 or 20030135853 or  
 20020095676 ).pn.



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## US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
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	2	5754938	1998-05-01	HERZ			
	3	5774664	1998-06-01	HIDARY			
	4	5796952	1998-08-18	DAVIS			
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	12	6446261	2002-09-01	ROSSER			
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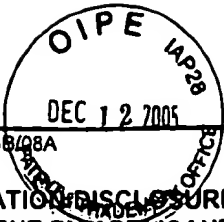
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17	2	20020095676	2002-07-01	KNEE			

Signature

Examiner Name	Date
	1/4/06



Form PTO/SB/08A		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Application Number</b>	09/205,119
		<b>Filing Date</b>	03 December 1998
		<b>First Named Inventor</b>	Charles A. Eldering
		<b>Group Art Unit</b>	2611
		<b>Examiner Name</b>	Lonsberry, Hunter D.
<b>Sheet</b> 1 <b>of</b> 1	<b>Attorney Docket Number</b>		T704-00

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Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
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	WO	9966719		ZIGMOND	12-1999	

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Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or country where published.		
H	CHANG, A.M., "Goodies" in exchange for consumer information on the internet: economics and issues", IEEE Publication, 12 pgs., (January 1998)		
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	AMSBURY, WAYNE, "Data Structures From Arrays to Priority Queues", Wadsworth Publishing Company, Pages 288, 332, 333, 4 pgs., (1985)		
	AdForce, "AdForce Strategic Partners, 2 pgs., (March 27, 2000)		

Examiner Signature		Date Considered	1/4/06
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